

# Planning and Implementing Health Promotion Activities

Health Promotion and Prevention Initiatives (HPPI)  
Program

US Army Center for Health Promotion and Preventive  
Medicine (USACHPPM)

April 2005

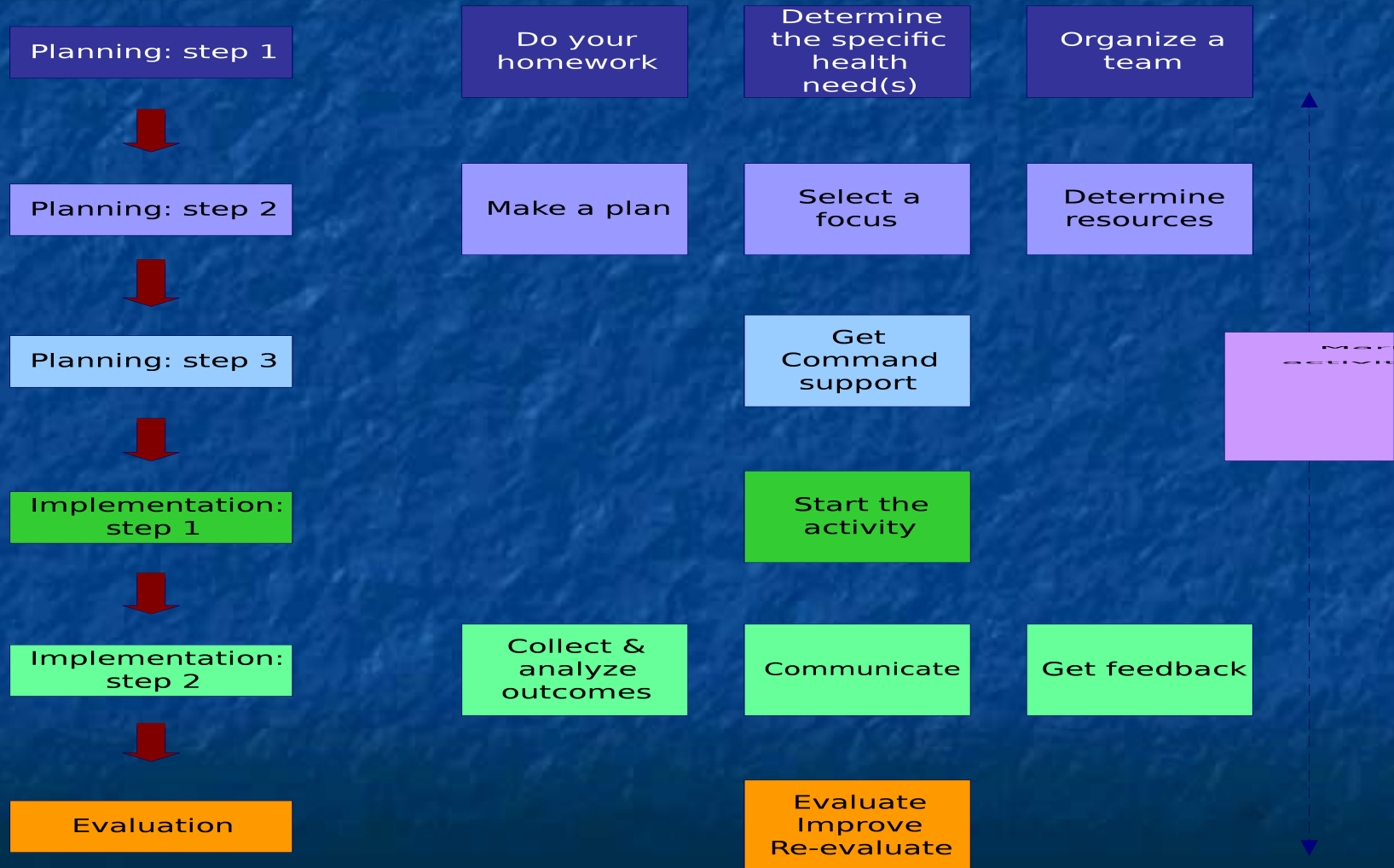
# Purpose

The purpose of this presentation is to give an overview of the health promotion activity planning and implementation process. This overview will cover a step-by-step strategy for program planning and implementation including:

- Ways to address barriers to success,
- Identification of potential partnerships and resources,
- Methods to determine program effectiveness,
- Means to communicate results to stakeholders,
- Planning and implementing health promotion activities with limited resources, and
- Ways to improve already-established health promotion initiatives.

The importance of linking all health promotion activities to readiness will be woven throughout the presentation.

# Overview: Health Promotion Activity Planning and Implementation



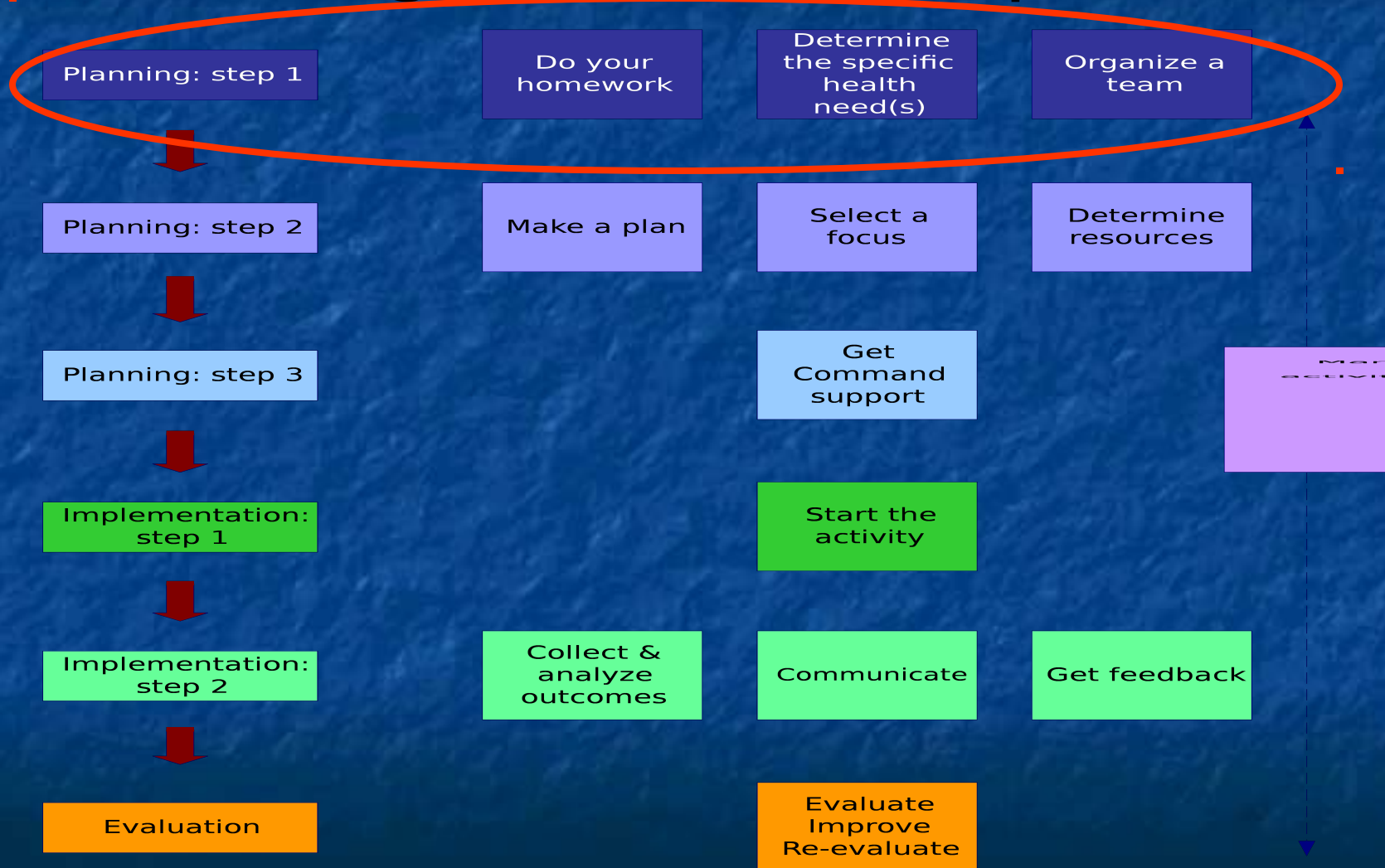


# Planning in the real world

Where health promotion activity  
“planning” often begins (and ends):

Start the  
activity

# Health Promotion Activity Planning Process: Step 1



# All roads lead to readiness

- Before you plan anything, make sure you can always communicate to leadership the ways your program enhances force readiness.
- Get in the habit of tying **EVERYTHING** in health promotion to readiness.



# Planning step 1: Do your homework

- **Why?**

- The more work done to clarify the current knowledge or situation, the more effective your program will be.

- **How?**

- Find the research – get the evidence-based material that proves an intervention works.
- Look for similar programs in Army organizations, other military branches, and government and non-profit organizations.
- Gather historical information related to the issue and past efforts to address it in the community.
- Find out if there is an intervention or part of an intervention already in place at your installation that could be used.

# Planning step 1: Do your homework, cont.

## ■ Resources

- USACHPPM <http://chppm-www.apgea.army.mil/>
- USACHPPM/DHPW  
<http://chppm-www.apgea.army.mil/dhpw/>
- Healthy People 2010 <http://www.healthypeople.gov/>
- Guide to Community Preventive Services  
<http://www.thecommunityguide.org/>
- Steps to a Healthier US <http://www.healthierus.gov/steps/>
- Navy Environmental Health Center  
<http://www-nehc.med.navy.mil/>
- Centers for Disease Control and Prevention  
<http://www.cdc.gov/>

Make sure your 'homework' includes how the activity increases readiness.



# Planning step 1: Determine the specific health need(s)

## ■ **Why?**

- To target your intervention to problems that are an issue for your population.
- To impact as many people as you can with the resources that you have.

# Planning step 1: Determine the specific health need(s), cont.

## ■ **How?**

- HRA, HEAR
- Health topics in the news
- Line and Unit Commanders/CSM group
- Healthcare providers
- Other health-related activities
- Requests from community/installation/Command
- Soldiers & family members
- Evidence-based practices

# Planning step 1: Organize a team

## ■ **Why?**

- Access to more resources
- Benefit of buy-in
- Built-in backup as needed
- Health promotion should not be an 'Army of one.'

## ■ **How?**

- Introduce yourself to everyone
- Network in advance
- Build every partnership that you can



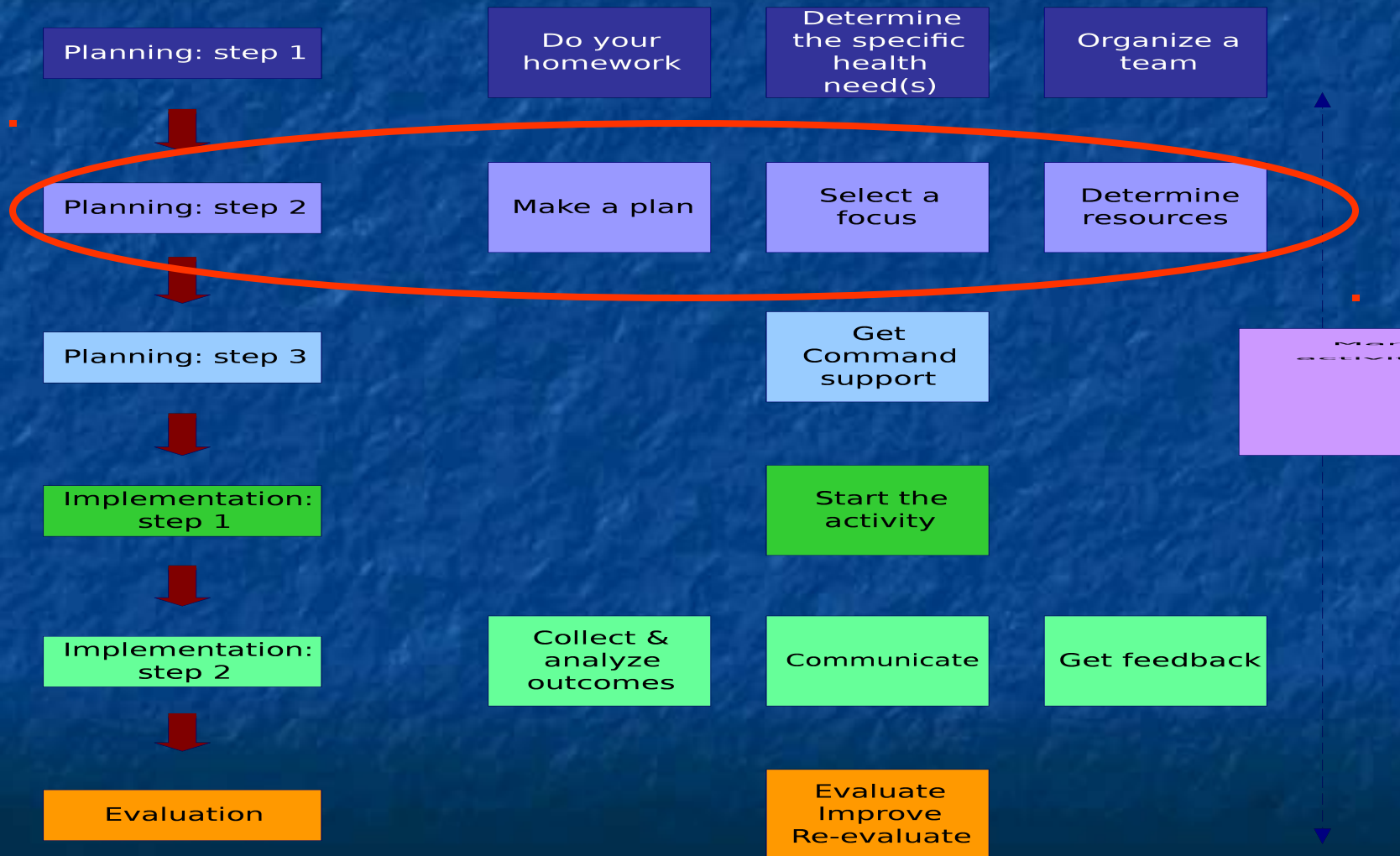
# Planning step 1: Organize a team, cont.

- Who?
  - Organize a team that:
    - Knows the topic
    - Knows the process
    - Knows the target population
  - Include:
    - Subject matter experts
    - Line and medical people
    - 'Worker bees'
    - Volunteers
  - Use the team to:
    - Plan the activity
    - Help lead the activity
    - Market the activity
    - Secure buy-in for the activity

# Building partnerships

MWR ACS Units on post Division Surgeon	Nutrition care MTF clinics Healthcare professionals	Red Cross Community Health Local Fire Dept. Pharmacy	State & community agencies Company CDRs Garrison CDR	County & Regional Coalitions (i.e., tobacco, diabetes) Utilization management
BN/Bde CDRs MPs School nurses & principals Veterans' Center	Child & Youth Services Environmental Health Deployment Medicine	Fitness/gym directors Officer's Club PAO Soldier Medical Readiness Center	Non-profit Organizations Social Work Services Family Readiness Groups	Physical Therapy Post marketing Unit 1SGTs Chaplain Services Mental Health Services
Dept. of Family & Community Medicine Health & Wellness Team	Anyone you can identify with a vested interest and a willingness to 'play'	CHN OHN Safety office AAFES	ASAP DoD Schools (OCONUS) Dining facilities	GME office (continuing ed) EFMP IRB
College students Interns Health Promotion	Suicide Prevention Council	State Dept. of Health Master Fitness	Dentists Professional organizations	Local Chef's Association Other MEDDAC

# Health Promotion Activity Planning Process: Step 2





# Planning step 2: Make a plan

- **Why?**
  - To know where you are going
  - To know how you are going to get there
  - To know how you've arrived at the destination
- **Who should give input to the plan?**
  - The team you already organized
  - Potential participants
  - Anyone who will be affected by any part of the activity

# Planning step 2: Make a plan, cont.

## ■ **What to include?**

- Health need
- How you know this is a need
- What will be accomplished
- Collaborations

# Planning step 2: Make a plan, cont.

- **What else to include:**
  - Resources
  - How to tell the program was effective
  - Regulations/policies/directives
  - Business process change



## Planning step 2: Make a plan, cont.

- **What else to include:**
  - Benchmarks and nationally accepted standards
  - Written documentation
  - Impact on force readiness

# Planning step 2: Make a plan, cont.

- Critical plan elements
  - Activities that:
    - Promote awareness
    - Provide education
    - Provide an intervention
  - Outcomes that can realistically be measured.
  - Who will conduct the activity or program?
  - Who is going to do data entry?
  - Who is going to track and record outcomes measures?
  - Is the system already in place to gather and analyze data and outcomes?

# Planning step 2: Select a focus

## ■ **Why?**

- In order to more efficiently use your resources and to organize your interventions and activities.

## ■ **How?**

- Use the needs assessment you did in Planning Step 1.
- Review a summary of past year's events.
- Decide which health issues are the most pressing.
- Analyze the practicality of addressing a particular health need.
- Use the monthly health observances as a guide to organizing the needs you choose to focus on.
- Look at local installation events already scheduled that you could tie into.



# Planning step 2: Select a focus, cont.

- **Questions to answer:**
  - If a program is developed, will it be utilized?
  - Will the activity provide *measurable* benefit?
  - Does the issue impact a large enough population to warrant program development?
- **Other sticky issues**
  - Be aware of Command priorities.
  - Be aware of 'requirements' that have to be met, regardless of need.

# All roads still lead to readiness

- How will the program or activity improve force readiness?
- How will you communicate improved readiness to Command?
- Make sure you can make the case for improved force readiness when choosing a health need focus.

# Planning step 2: Determine resources

## ■ **Why?**

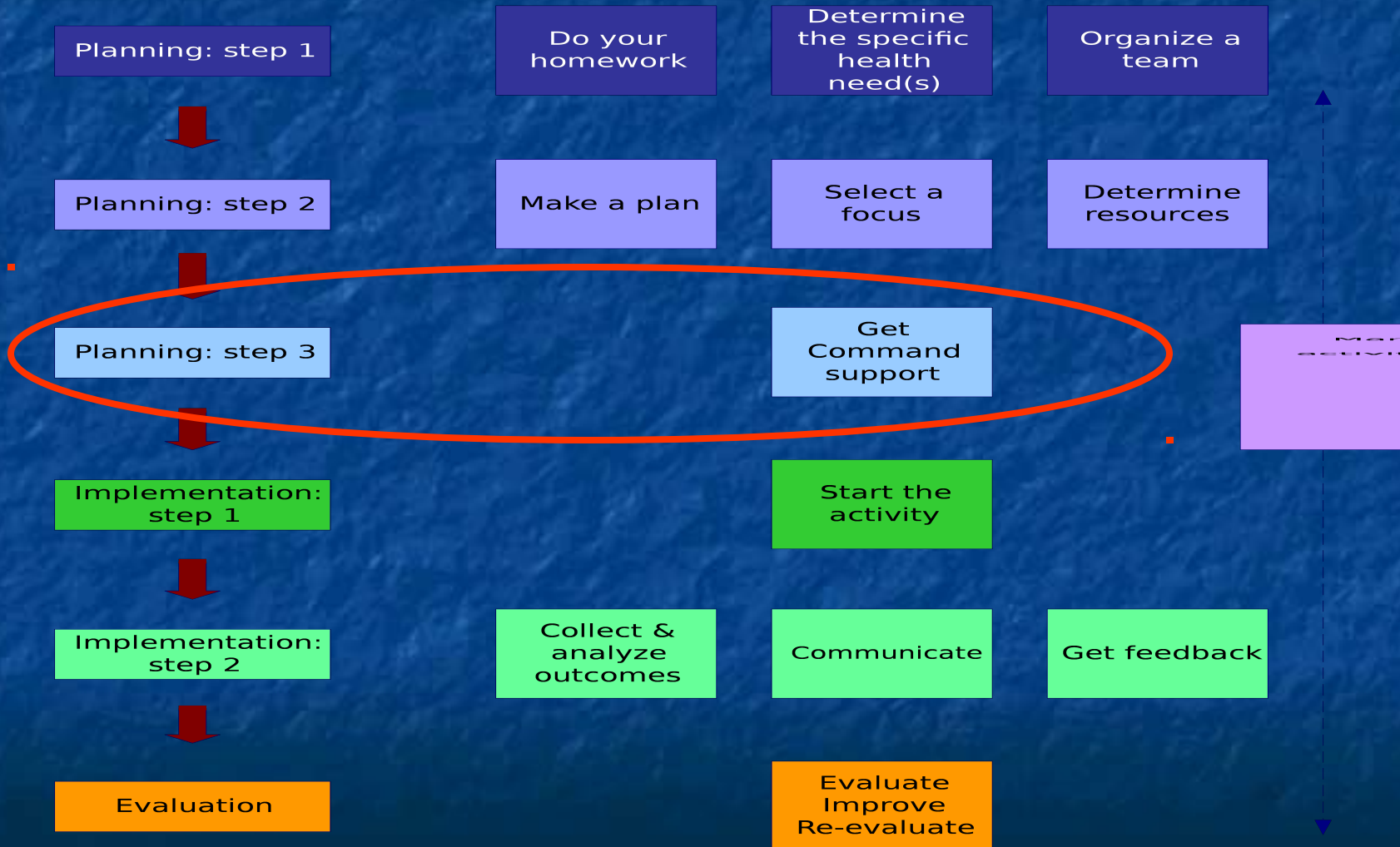
- To know what you are going to need AND to identify potential sources for what you need

## ■ **How?**

- Determine what NEW assets (staff/equipment) will be required.
- Determine what CURRENT assets are available.
- Brainstorm how to address the resource gaps.
- Coordinate with your Resource Manager for funding options.
- Look ahead: what additional assets may be needed in the future?



# Health Promotion Activity Planning Process: Step 3



# Planning step 3: Get Command support

## ■ Why?

- Command support is critical to program implementation, sustainment, and potential scope of impact.

## ■ How?

- Know your Commander's priorities.
- Think like a Commander.
- Communicate the value of your activity *for the Commander*.
- Describe exactly how this activity leads to increased force readiness.
- Get commitments from other collaborators in writing.

# Health Promotion Activity Marketing





# Marketing the activity

## ■ **Why?**

- To keep your program visible
- To increase awareness of your program for:
  - Potential program participants
  - Commanders
  - Line and medical personnel
  - Potential partners and volunteers

# Marketing the activity, cont.

## ■ **How?**

- Take advantage of every opportunity to draw attention to your program or activity.
- Involve Commanders in your marketing plan as often as possible.
- Link your programs to national advertising campaigns.
- Collaborate closely with personnel in the PAO office.
- Word of mouth is the most effective advertisement.

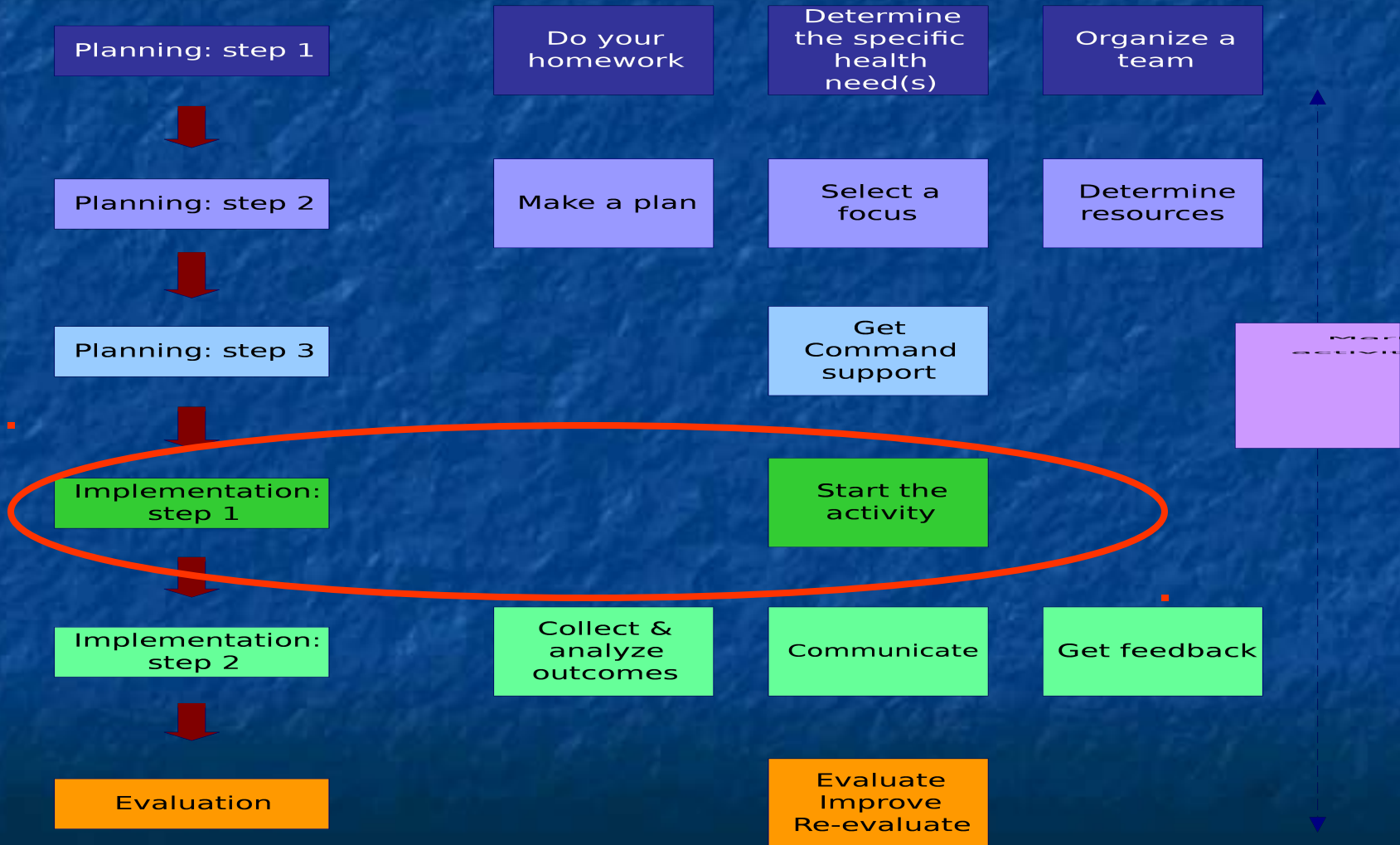
# Marketing the activity, cont.

- **More how to's:**
  - Take advantage of technology.
  - Market to potential participants AND to potential partners and volunteers.
  - Don't be old news.
  - Spread the good news about your program.

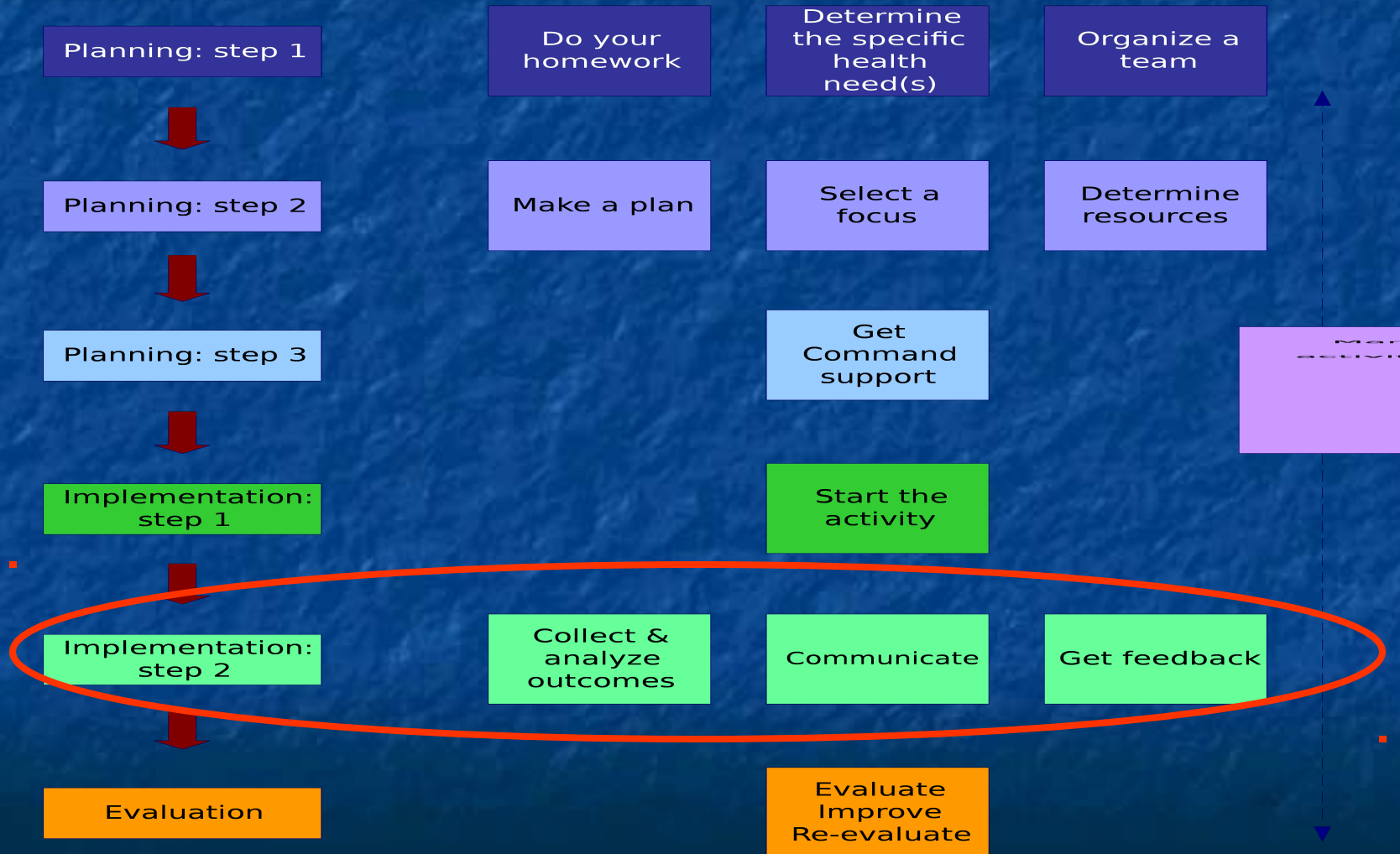


# Health Promotion Activity Implementation Process: Step

1



# Health Promotion Activity Implementation Process: Step 2



# Implementation step 2: Collect and analyze outcomes

- **What?**

- Outcomes/data = information that is collected about your program.

- **Why collect outcomes?**

- Outcomes tell the health promotion story.

- **Why bother with data?**

- You need data!



# Implementation step 2: Collect and analyze outcomes, cont.

- **Where to begin:**
  - **MAKE A PLAN to collect outcomes data**
  - **Find out what data is ALREADY BEING COLLECTED**
  - **Start collecting JUST A FEW small pieces of information.**
  - **It's NEVER TOO LATE TO START collecting outcomes.**

## Implementation step 2: Collect and analyze outcomes, cont.

- **Innovative outcomes strategies:**
  - Use local college/graduate students.
  - Take advantage of intern resources.
  - Let participants know that you will be collecting outcomes.
  - Make data collection 'fun' for program participants.
  - ALWAYS relate the impact of your program to readiness.

# Follow-up is always a challenge.

## Creative follow-up strategies

Have participants sign a contract.	Use email to get follow-up info.	Use phone calls: cell phones, unit phone #'s.	Give participants a stamped envelope addressed to you.	Go to the Soldiers – at the unit, at the APFT test site, etc.
Develop a relationship with the 1SGT or another leader in the unit.	Have a reunion day/lunch/dinner/snacks to provide support, a forum for successes, and a chance to get outcomes.	Divide participants into teams – tag the 'team leader' to get info to you.	Have a silly contest: the team with the most info back gets a silly prize.	Tell participants from the beginning that you will do follow-up.
Tell participants WHY you want follow-up info.	Sell the idea of follow-up to participants (what's in it for them).	Ask participants the method THEY prefer for follow-up.	Make the follow-up info as easy and convenient as possible to provide.	Schedule follow-up to coincide with another participant appointment at the MTF.
Ask participants to contact YOU at a specific time (i.e., end of the month)	Give something else along with a request for info (i.e., a recipe in the email asking	Put a mailbox/other box with a slot outside your office.	Communicate the benefits of follow-up info (besides being a 'necessary evil').	Take advantage of the opportunity if participants enroll in another



# Implementation step 2: Communicate

## ■ **Why?**

- To market your program's impact and to raise visibility for your program or activity

## ■ **How?**

- Get coverage in local installation and community newspapers.
- Present information at monthly/quarterly leadership meetings.
- Post your success stories for others to see.

# Implementation step 2: Get feedback

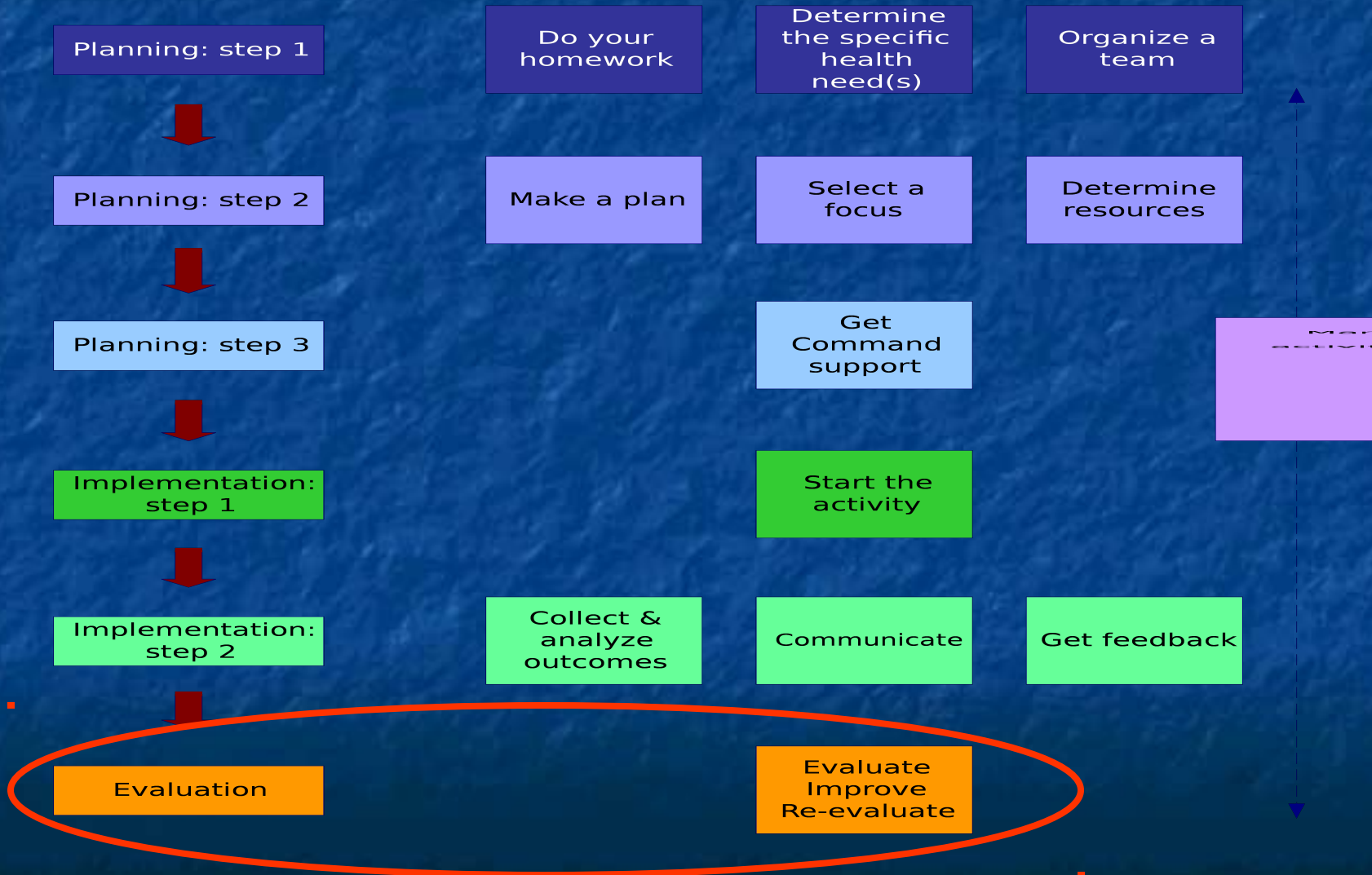
- **Why?**

- To be able to improve the activity/program

- **How?**

- Look at:
  - What worked
  - What didn't work
  - How to reorganize and improve
- Use participant input and outcome data.
- Feedback can (and should be) simple.

# Health Promotion Activity Evaluation





# Evaluation

## ■ Why?

- To determine the impact of the program or activity
- To determine if activities produced the desired outcome
- To determine whether the outcomes are worth the investment
- To determine where the program or activity needs improvement (continuous improvement process)

## ■ How?

- Start with your program goals and objectives: what did you say was going to change by when? Did that happen? Why or why not?
- Look at pre-/post-data from the program.
- Look at total program/activity costs and the resulting return on that investment or the costs that were avoided.

## Evaluation, cont.

- **What worked**
- **What didn't work**
- **Areas needing improvement**
- **Specific impact on health**
- **Change in business practice**
- **How was force readiness improved?**

# Beyond the health promotion activity planning and implementation process



# Common barriers

- Adequate staffing
- Availability of subject matter expert support
- Garnering Command support (especially if new assets are required)
- Resources (funding)
- Conflicting schedules with other post activities
- Compiling data from a needs assessment
- Getting appropriate staff to meetings
- Getting data from a reliable source
- Getting participant follow-up information
- Implementing a program that others think should be done a different way
- Getting more than verbal support (i.e., time on training calendar, etc.)
- Data systems that are difficult to use

# Some solutions to common barriers

## Barriers / possible solutions

- Adequate staffing / **organize a team, build partnerships, do your homework**
- Availability of subject matter expert support / **organize a team**
- Garnering Command support (especially if new assets are required) / **do your homework, build partnerships, collect outcomes, evaluate, marketing**
- Resources (funding) / **do your homework, get Command support, evaluate**
- Conflicting schedules with other post activities / **do your homework**
- Compiling data from a needs assessment / **build partnerships (i.e., students, interns)**
- Getting appropriate staff to meetings / **organize a team, communicate**
- Getting data from a reliable source / **do your homework, organize a team**
- Getting participant follow-up information / **collect outcomes, get feedback, evaluate**
- Implementing a program that others think should be done a different way / **organize a team, make a plan**
- Getting more than verbal support (i.e., time on training calendar, etc.) / **do your homework, communicate, evaluate, get Command support**
- Data systems are difficult to use / **organize a team, build partnerships, make a plan, determine resources**

# Critical Success Factors

- Planning
  - Think ahead
- Resources
  - Collaboration and partnerships
  - Other opportunities to share fixed resources
  - How to expand your reach
- Support
  - Get buy-in
  - Market, communicate, and evaluate to maintain support
- ALWAYS TIE YOUR PROGRAM TO FORCE READINESS.



# Back to the real world

- What about health promotion activities and programs that are already in place?
- What if this is what your program or activity 'planning and implementation process' looks like?

Start the  
activity

# Summary & Review

- All roads should lead to readiness.
- Time spent in planning will always pay off later.
- Expand your health promotion reach and impact by building partnerships and using available resources.
- Get buy-in and support as soon as you can from all those with a vested interest.
- Be able to communicate the ‘so what?’ about your program or activity.
- There will be barriers to success; develop strategies to overcome those barriers.
- All roads lead to readiness.